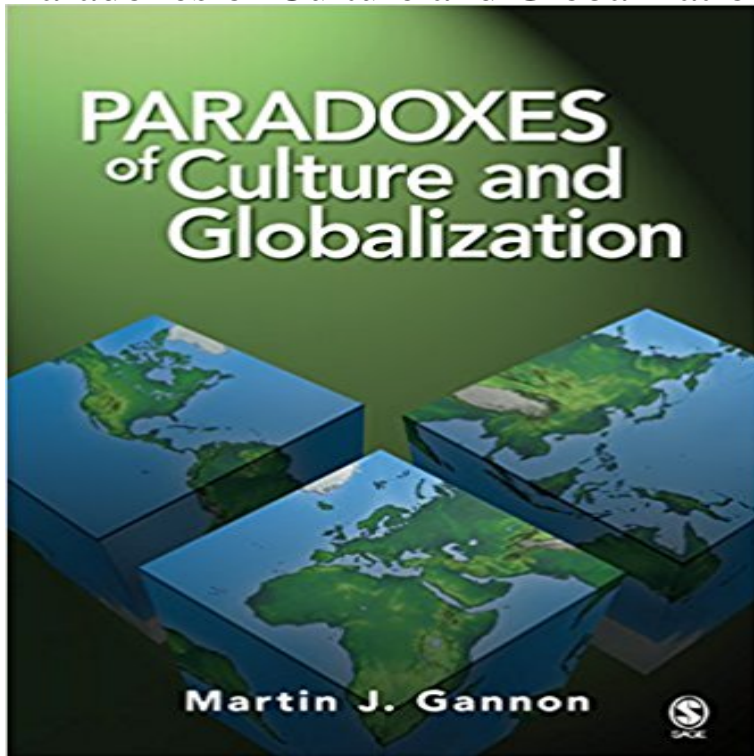


## Paradoxes of Culture and Globalization



A truly extraordinary book! The range of knowledge revealed by the author is quite astonishing and the material presented is done so in a clear and unambiguous writing style. The book includes astonishingly varied perspectives on issues that will impact the hoped-for positive consequences of globalization. I felt I was being informed by an expert who grasps the complexity of the issues involved in ways that make them clear and useful. If I was teaching a course that had anything to do with globalization and/or culture, I would assign this book and if I knew of someone who was being assigned to another country, I would require him or her to read this book.

Benjamin Schneider, Valtera Corporation and Professor Emeritus, University of Maryland

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This is an excellent text for advanced undergraduate and graduate courses in International Management, International Business, Comparative Management, World Business Environment, Cross-Cultural Management, Cross-Cultural Communications, and Cultural Anthropology in the departments of business and management, communication, and anthropology.  
Meet author Martin J. Gannon!  
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Martin J. Gannon is also the author of the bestselling text Understanding Global Cultures (SAGE, Third Edition, 2004) and Cultural Metaphors: Readings, Research Translations, and Commentary (SAGE, 2000).

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